- Mayor Koch attacks city-cable compromise
- Seven-Up buys time on 12 cable networks
- SMATV subject to cable rules, says NJ judge
- Second annual conference: minorities in cable

National Show Preview Inside

CableVision

The news and features weekly of the cable television industry June 6, 1983 $3.00

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NCTA'S CHOICE: CHAIRMAN MONROE RIFKIN

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PLUS The privacy debate

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Monty Rifkin

About the cover

Monty Rifkin, former chairman of American Television and Communications (before and after Time Inc.), is starting to build a second cable empire from home base in Denver. An interview with the new chairman of NCTA begins on page 49. Photograph by Jerry Downs.

7-Up to bubble on cable

In an advertising buy that bolsters cable's image on Madison Avenue, 7-Up purchases time on 10 cable networks. **Leading the week, pages 17-24.**

Mixed notices for RSVP

The first pay-per-view event to be promoted by Reserved Seat Video Productions found operators to be of mixed opinion regarding its success. **Leading the week, pages 17-24.**

House examines cable

While a vote on cable bill S. 66 is pending in the Senate, the House Telecommunications Subcommittee began examining cable regulatory issues. New York Mayor Ed Koch and several other city officials said they disliked the current city-cable compromise. **Leading the week, pages 17-24.**

CTAM strategy

The Cable Television Administration and Marketing Society, whose officials gathered last week in New York City, lays out its strategies for the months ahead. **Leading the week, pages 17-24.**

Showtime, TMC merger

Sources close to the proposed ownership merger of Showtime and The Movie Channel indicate they have independent information that tends to confirm a published report indicating that the Justice Department staff has recommended against the deal. But industry sources emphasize that the final decision rests with the attorney general—not his staff. **Leading the week, pages 17-24.**

Pondering pay TV's future

Industry executives ponder the future and profitability of TV sports—especially on cable—at a New York City seminar. **Leading the week, pages 17-24.**

Co-production flourishing

The hottest buzzword in the programming arena is co-production, and the trend is toward international deals. Some 190 programming execs attended "International Program Marketplace" in New York and heard why "creative deal-making" is becoming increasingly important. **Page 27.**

HBO, RCA promote Dolly

A cross-promotion campaign gets underway this week to increase viewership of country entertainer Dolly Parton's HBO special and to hype sales of her latest album. **Page 32.**

Rx stirs controversy

Cable Health Network's decision to accept prescription drug ads on an upcoming series has drawn acceptance from cable industry officials but concern from quarters of the medical industry. **Page 34.**

Minorities cable conference

The point repeated throughout Minorities In Cable Inc.'s second annual conference was that minority entrepreneurs and companies are going to have to get aggressive. **Page 42.**

Astrodoings

This year's NCTA convention, held at the Houston Astrodome, is bound to be as ambitious as the state of Texas. In this section is a complete show agenda and booth guide. **Page 68.**

Wheeler critical

NCTA President Tom Wheeler is critical of the AT&T-backed amendment designed to subject cable companies to state public utilities regulation. **Page 154.**

This week in PLUS

When a state legislature looks into privacy regulation, is it responding to a real need or just suffering from 1984 phobia? Some argue that regulation today may be keeping the public safe from a non-existant danger and may hinder future growth of technologies that are too young to gauge yet. . . Tomorrow's forecast for cabled homes: snowy with low visibility; for non-cabled homes: sunny and mild. It's not supposed to work that way, but sometimes cable worsens the reception instead of improving it. *Plus* takes a look at the reasons for poor reception and at what's being done to improve the picture. **Pages 83-106.**

Program producers

The following is a continuation of last week's list of companies involved in the production of programming for the cable TV industry. The last portion will run next week.

Fiedler/Berlin Productions
(213) 980-9416
13959 La Madia St.
Sherman Oaks, Calif. 91413
Personnel: Rob Fiedel, executive producer; E.J. Oshimo, supervising producer/developing director
Produces "The Weekend Athlete," a weekly ½-hour series in association with CHN; also produces 50 episodes of "Human Sexuality," a ½-hour series five times per week on CHN.

The Fremantle Corp.
(212) 421-4530
660 Madison Ave.
New York, N.Y. 10021
Personnel: Craig MacDonald
Independent TV distribution company that also engages in co-productions.

Frost Media Associates Inc.
(703) 556-8840
1320 Vincent Pl.
McLean, Va. 22101
Personnel: Elaine Frost, president; Francis Frost, producer; Mary Link, sales manager
Film, broadcast and audio-visual productions.

Gaynes Productions Ltd.
(213) 874-6909
6918 Oporto Dr.
Los Angeles, Calif. 90068
Personnel: Lloyd Gaynes, executive producer; Joyce Taylor, associate producer/writer; Douglas Ross, production manager
Produce for broadcast and cable television; currently producing "Together—Shirley and Pat Boone," a Procter & Gamble sponsored weekly daytime series for CBN.

Gerry Gross Productions
(213) 273-3651
9255 Sunset Blvd.
Los Angeles, Calif. 90069
Personnel: Susan Nicholls, producer; Gary Brown, producer; Norman Bayer, producer
Producer of "Sports Challenge" for syndication and cable.

Global Video
(305) 423-8299
744 W. Church St.
Orlando, Fla. 32805
Personnel: Cathy Malatesta, corporate communications director
Post-production work for syndicators dealing with cable.

Gold Key Entertainment
(212) 486-9116
159 W. 53rd St.
New York, N.Y. 10019
Personnel: Steve Rosenberg, account executive
Produces "The Bitter End," six variety specials taped on-location featuring Red Foxx and Dustin Hoffman for cable television.

Goldwyn, The Samuel, Co.
(213) 552-2255
10203 Santa Monica Blvd. #500
Los Angeles, Calif. 90067
Personnel: Mort Marcus, sales director
Independent program producer and distributor.

Goodson-Todman Productions
(212) 751-0600
375 Park Ave.
New York, N.Y. 10152
Personnel: Girvad Chester, executive vice president; Peter Newman, president; Mark Goodson, cable
Produced "Come Back to the Five and Dime, Jimmy Dean, Jimmy Dean," which was released to theaters and is planned for cable televison debut on Showtime.

Group W Productions
(212) 983-5165
90 Park Ave.
New York, N.Y. 10016
Personnel: Bob Rubin, vice president, cable production
Produces programming for cable television.

Holland Productions Inc.
(214) 638-0375
8200 Brookriver
Dallas, Texas 75247
Personnel: Charles Holland, president
Script-to-screen videotape production, ¾" post-production, multimedia and slide show production.

Hyde Park Media Inc.
(312) 967-7666
7158 Lee St.
Chicago, Ill. 60648
Personnel: Anthony DeBartolo, president; Fred Schwartz, sales manager; Patricia Teplitz, production manager
Independent producer of video and film for both cable and broadcast; program distribution for Chicago-based independent producers.

IFC Entertainment
(212) 595-7900
155 E. 62nd St.
New York, N.Y. 10021
Personnel: Stanley Pearson, president
Produced Shakespeare plays for cable, but production has been halted; "Mr. Moon's Magic Circus" is a children s show in development.

Image West Ltd.
(213) 506-5577
11846 Ventura Blvd.
Studio City, Calif. 91604
Personnel: Cliff Brown, president; Brian Ross, vice president; Ed Marzola, vice president, international; Tom Heyes, vice president of marketing development; Patrick Kimbley, sales manager; Dave Sieg, chief engineer
Electronic animation, video production, video special effects, sound stage, film and tape distribution, and advertising services.

Imero Fiorentino Association Inc.
(212) 246-0600
44 W. 63rd St.
New York, N.Y. 10023
Personnel: Imero Fiorentino, president; Bill Klages, vice president; George Honchar, vice president; Linda Hobkirk, vice president; Pete Howard, vice president; Penney Dodson, vice president; Ken Palius, vice president; Rosemary Kalikow, sales manager; Sal Bonsignore, sales manager
Provides lighting direction, scenic and staging design, facilities coordination and production services; also creates, develops and produces original programming for network and cable markets; TV studio facilities design and lighting systems designs.

International Cablecasting Companies Inc.
(213) 932-1950
P.O. Box 36E19
Los Angeles, Calif. 90036
Personnel: Steven Goldman, associate director
Premium cable program supplier that is currently producing The Games Network, an interactive video games service scheduled to launch in late 1983; future projects include The I Q. Channel, which will be an interactive educational programming service.

International Creative Management
(213) 550-4000
8899 Beverly Blvd. #903
Los Angeles, Calif. 90048
Produces pay TV programming for cable.

Jeffery Smith Syndication Inc.
(516) 497-3114
366 N. Broadway #328
Jericho, N.Y. 11753
Personnel: Jeffrey Smith, president
Independent program producer and distributor.

Jo Jones & King Inc.
(212) 947-2445
10 W. 33rd St.
Penthouse
New York, N.Y. 10001
Personnel: Cynthia King, president; Judith Jones, vice president; Jo Manuel, vice president
Distributes features, documentaries, music, sports, all types of programs to the international theatrical broadcast, cable and video markets.

King Features Entertainment
(212) 682-5600
235 E. 45th St.
New York, N.Y. 10017
Personnel: J. F. D'Angelo, chairman; Bruce Paisner, president; William Miller, vice president; Samuel Gang, international sales manager, Western division; Toby Rogers, sales manager, Eastern division; Adrian Caddy, London office sales director; Charles Shutt, director of operations; Marie Gentile, promo coordinator; Stephen Elsky, manager of marketing/financial administration; Beverly Smith, director of programming
Production and distribution company.

Kleiman Media Inc.
(213) 760-4000
4024 Radford Ave.
Studio City, Calif. 91604
Personnel: Lynne Kavner
Independent program producer for cable television.

Lorimar Productions Cable and Pay TV
(213) 202-2058
3970 Overland Ave.
Culver City, Calif. 90230
Personnel: Michael Brandman, executive vice president of pay TV/cable; Debbie Oppenheimer, director of production; Iris Merlis, director of development
Independent program producers.

MGM Film Co.
(213) 558-5000
10202 W. Washington Blvd.
Culver City, Calif. 90230
Programming for pay TV.

Main Events Productions Inc.
(201) 942-4300
349 Union Blvd.
Paterson, N.J. 07512
Personnel: Dan Duva, president
Boxing promoters for cable television.

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Cable stats

The Marketing Communications Group
(213) 443-6003
285 S. Cedarbrook Rd.
Boulder, Colo. 80302
Personnel: Milton Hubatka, president; Shoni Ogier, sales manager
Videotape communication company, production of videotape and production of videodiscs. (Edit Bay One, off-line editing facility utilizing computerized CMX editing system.)

Marvel Productions
(212) 696-0808
387 Park Ave.
New York, N.Y. 10016
Personnel: Nancy Golden
Programming for cable and broadcast.

Maverick Pictures International Inc.
(404) 953-2212
300 E. Wendover Ave.
P.O. Box 22012
Greensboro, N.C. 27420
Personnel: Harold McCoy, president; E. J. "Gene" Kimling, vice president; Brian Fackrell, vice president; Lee Richmond, general manager
Feature length motion picture production and distribution, theatrical, pay cable, network, syndication, video cassette and other electronic medias.

Maverick Pictures International Inc.
(213) 468-9889
6253 Hollywood Blvd. #315
Hollywood, Calif. 90028
Personnel: John Carr, president; Evelyn Augustus, administrative assistant; Jeff Terhorst, creative coordinator; Alan Mandell, client services
Motion picture features for cablecast and video.

Merv Griffin Productions
(213) 461-4701
1541 N. Vine Street
Hollywood, Calif. 90028
Personnel: Merv Griffin, owner; Murray Schwartz, president; Bob Murphy, executive vice president; Ross Eastty, executive vice president; Jeff Ross, vice president of sales
Produces "The Merv Show" for syndication; "Wheel of Fortune" and "Dance Fever", all for broadcast television; also plans productions for cable television.

Metro-Goldwyn-Mayer Film Co.
(213) 836-3000
10202 W. Washington Blvd.
Culver City, Calif. 90230
Personnel: Jack Gordon, executive vice president
Motion pictures and other filmed entertainment for exhibition on cable television systems.

Metromedia Producers Corp.
(213) 462-7111
5746 Sunset Blvd.
Metromedia Square
Hollywood, Calif. 90028
Personnel: Jim Phillis, director of cable marketing
Producers of programming for cable and broadcast television.

Michael Townsend Enterprises
(312) 481-1566
P.O. Box 486
Park Forest, Ill. 60466
Personnel: Michael Townsend, president
Produces program entitled "Spotlight on Human Services" and distributes it to cable systems.

Moonlight Production
(213) 508-4896
100 Universal City Plaza
Bldg. 507 #1A
Universal City, Calif. 91608
Personnel: Frank Von Zernick, producer; Robert Greenwald, director
Producer of programming for cable television.

Most Productions
(303) 443-6670
2300 Central Ave. #1
Boulder, Colo. 80301
Personnel: Paul Rost, general partner; Bruce Miller, general partner; Peter Teneyck, director of marketing
Independent film and videotape production facility, producing original programming for major cable and radio networks; programming includes animation, sports, documentaries and commercials; services also include marketing, distributing, scripting, storyboarding, production management and directional services; "Tips on Running" with Frank Shorter, a series that is currently being distributed to cable television; a similar project is in development.

Multi Cultural Children's Television
(800) 227-3995
1855 Folsom St.
San Francisco, Calif. 94103
Personnel: Donna Lloyd-Kolkin, project director; Pearl Howell Banks, director; Stanley Chow, director; Debra Lieberman, marketing specialist; Lionel Dickey, promo rep; Reggie Helms, promo rep; Ruby Hondras-Hewitt, promo rep; Leslie Lombre, promo rep
Twenty-eight entertainment series for children, teens and families are available to broadcasters and cablecasters for only $25 per half-hour episode; the series comprise 800 half-hours of programming including drama, comedy, animation, docu-drama and magazine shows; top stars appear including Stevie Wonder, Bette Midler, Maria Tallchief, Rita Moreno, Reggie Jackson, Esther Rolle, Mako, Ricardo Montalban, Al Jarreau.

Multilingual Television (Toronto) Ltd.
(416) 593-4747
545 Lakeshore Blvd. West
Channel 47
Toronto, Ont. M5V 1A3
Personnel: Dan Iannuzzi, president
Produces various multilanguage programs.

Murdock Productions Inc.
(513) 281-5900
400 Oak St., Vernon Manor Hotel, #E3
Cincinnati, Ohio 45219
Personnel: Charles Murdock, president
Produces programming for cable and broadcast television.

NBC Enterprises
(212) 664-6220
30 Rockefeller Plaza
New York, N.Y. 10020
Personnel: Jerry Wexler, president; Rick Traum, director of program development/production; Wes Elliot, vice president of sales/marketing
Independent program producer.

NYT Productions
(212) 972-1070
200 Park Ave.
New York, N.Y. 10166
Personnel: Ted Harbert, executive producer
Programming for network, cable TV and home video.

The Newmarket Organization Inc.
(212) 691-6285
160 W. 16th St., #2F
New York, N.Y. 10011
Personnel: Joel Berger, president
Programming supplier/marketing consultant.

Nicholson Muir Productions
(914) 834-3005
1890 Palmer Ave.
Larchmont, N.Y. 10538
Personnel: E. Roger Muir, president
Independent program producer for both cable and broadcast TV.

Nova Communications
(202) 298-9107
1717 37th St. NW
Washington, D.C. 20007
Personnel: Melanie Donahoe, president
Independent producer for commercial television syndication, public broadcasting and cable television; programs soon to start production include: "Your Dream Vacation" for BET; "Embassy Row Cusine" for PBS; emphasis is on travel, entertainment and skills programming.

One Pass Inc.
(415) 777-5777
One China Basin Bldg.
San Francisco, Calif. 94107
Personnel: Steve Michelson, president; Taylor Phelps, vice president; Whit Mather, director of sales and marketing
Program distribution and production distribution of feature films and video productions and post production for commercial corporate and independent producers; film-to-tape transfers.

Opryland Productions
(615) 889-6600
2802 Opryland Dr.
Nashville, Tenn. 37214
Personnel: David Hall, general manager of Opryland
Producer specializing in cable television programming.

Phoenix/BFA Films and Video
(212) 684-5910
468 Park Ave. S.
New York, N.Y. 10016
Personnel: Heinz Gelles, president; Barbara Bryant, vice president; Sandy Mandelberger, director of TV sales; Robert Dunlap, national sales director
Distributors of independent film and video productions of all lengths; available for domestic or foreign television leasing.

Pierre Cossette Productions Inc.
(213) 278-3366
8899 Beverly Blvd.
Los Angeles, Calif. 90048
Personnel: Richard Melcombe, cable contact; Phillip Browning, executive in charge of development; Dee Brantlinger, executive in charge of development
Producer of "The Glen Campbell Music Show" for broadcast media; other programs for cable and broadcast in planning.

Post-Newsweek Video
(212) 308-1170
437/444 Madison Ave.
New York, N.Y. 10022
Personnel: Alan Perris, president; Madelyn Goldeberg, vice president; Jack Fentress, executive producer; Al Goldstein, senior producer
Independent program producer.

Power/Rector Productions
(415) 553-2180
500 Eighth St., #1001
San Francisco, Calif. 94103
Personnel: Richard Rector, president
Independent program producers.

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